

magpie

Head of Partnerships

Recruitment Pack



We are Magpie.

Magpie is a creative behaviour change agency with expertise in good cause campaigns and meaningful marketing.

We choose to work with organisations that want to deliver social good and leave a lasting positive impact. With clients including NHS, Public Health England, hospitals, local authorities, the Met Office and Mind, our mission is healthier and happier communities; one person, one campaign at a time.

We are in a strong position, with 14 years of behaviour change interventions under our belts and ambitious plans for the future. The world needs us more than ever to encourage positive behaviours and deliver lasting change. Now is the time to join our agency for the good of our clients and the communities we work in.

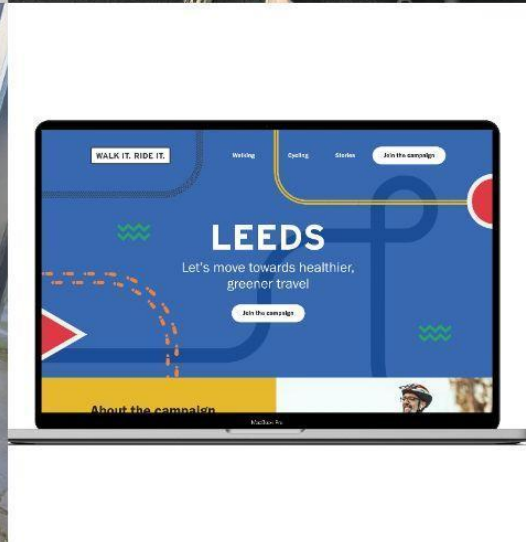
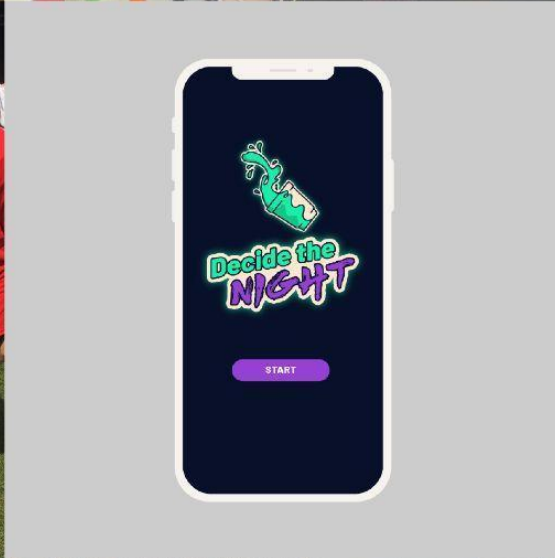
Inspirers, motivators, strategic thinkers, creative activists, communicators, collaborators, problem solvers, socially engaged, ethical, proactive, tenacious, experts.

We are driven by purpose and have a plan. Positive energy and social good emits from within and is felt across the team. We work as one, to succeed together and to respect the expertise each of us brings. We step up and keep going until the job is done, whatever it takes. This is what our clients and communities deserve.

Join us, a passionate agency of change-makers, to deliver campaigns for good.



At Magpie, we bring our purpose to life in everything we do. Our story today grows from every conversation, every idea, and every campaign we create. From concept development to the big idea, everything contributes to our **Great Campaign; an endless pursuit of healthier and happier communities.**



We are seeking a **Head of Partnerships** who can do something great with their talent, who can help us achieve healthier and happier communities; one person, one campaign at a time.

Pay scale: £40- £50k per annum (depending upon experience).
Salary is pro-rata if part-time.

Status: Full time / Part time (30 hours minimum). Blended working from home and Magpie studio in Leeds. All flexible working options considered.

Reports to: Managing Director

Role focus: Find meaningful partnership opportunities in order to grow our income streams and allow us to create more social impact with our clients.

You will be responsible for: Growing our pipeline of income and new partnership / project opportunities this will include but not be limited to: our lead generation partnership strategy; bid writing, commercial growth and developing a winning formula for new partnerships and clients leading to business success.

Main duties and responsibilities:

Diversify partners and income - You will lead the increase and diversification of our portfolio of partners, through the acquisition of new commissions and new business in new sectors.

Tender/opportunity finding – Find fresh opportunities through online portals, manage our business profile online and adopt new lead generation tools and/or partnerships.

Qualify opportunities – Ensure all new opportunities match Magpie's vision, mission and business objectives, putting in place processes to make informed decisions.

Proposal/pitch strategy and writing – Plan out winning proposals and pitch strategies by gaining a thorough understanding of the client's brief and criteria, creating proposals and pitches that are tailored to decision makers.

Proposal management – Lead the tender writing process, developing timelines, selecting a project team, delegating responsibilities, ensuring continuous communication and demonstrating an ability to identify and remove barriers to progress.

Collaboration – Facilitate collaboration for proposal responses. As needed, establish and work directly with others in the team to generate ideas, refine a winning strategy, and develop content that puts Magpie in the best position to win.

Marketing and lead generation - Plan and implement our lead generation marketing strategies to grow new partnership opportunities, attract new audiences and gain new client wins. This will include: planning thought leadership events; mapping out an annual plan of relevant events and conferences; growing our brand awareness through our digital marketing and social media channels; and entering awards.



Sector and thought leadership - Prove yourself as a thought leader on creative behaviour change campaigns. Always abreast of current affairs, leading and joining conversations as a representative of Magpie and our clients.

Communication – Play an active role in regular update meetings to ensure team members are aware and involved at relevant stages of new business activity. ensuring work is delivered with momentum and transparency.

Tracking and reporting – Use a CRM/database to track all proposal information required to develop weekly, monthly, and quarterly reports. Ensure data is accurate and updated in real-time. Report on forecasted wins vs actual and other key finance and business development metrics.

Training and sharing best practices – Share best practices, information, problem solving, etc., with other team members. Be a generator of best-in-class proposals and best practices that can serve as a model for other members of the team.

Relationship development – Build external relationships to help grow business. Make sure key decision-making stakeholders know about Magpie to improve chances of being invited to new opportunities. Support the growth of new business through referrals.

Account growth – Support our team of Campaign Consultants in looking for growth opportunities within their current accounts. Ideas generate and prepare assets/pitches that enhance relationships and create new work with existing clients.

General Responsibilities:

- Positively promote Magpie through our channels, contributing content, making connections and monitoring our social media and website content.
- Represent Magpie at external events, and to represent the business and its clients at all times in a professional and knowledgeable manner.
- Stay abreast of current issues facing our clients and campaigns and proactively join in the conversation, contributing to discussion on these topics.
- Deliver a great client experience, using every customer touchpoint as an opportunity to deliver Magpie's values.
- Adhere to relevant external legislation and compliance, and internal policies.
- Participate in the annual performance appraisal process and show a commitment to learning and personal development, striving to make your best better.
- Undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the business without altering the nature or level of responsibility involved.

Person Specification

Essential Experience and Skills

- You come from a client service background working at an agency with a history (at least five years) of over achievement in partnership / client account growth or business development and a proven track record of planning, managing, and delivering winning proposals and pitches. OR You come from a background of extensively commissioning work within the public, health or third sector and rigorously assessing, evaluating and managing multiple projects and partners (you know what commissioners are looking for).
- Your strong business acumen will mean you have a track record in meeting financial targets with the ability to balance client priorities with agency commercials.
- Significant experience of finding new business opportunities and growing partnerships or business within one or more of the following sectors: health; public sector; third sector; education sector.
- Proven experience and the ability to work with a wider diverse team - including directors, campaign consultant, creative, digital, PR, community, and freelance partners, to deliver impactful high-quality proposals.
- An exceptional writer, you have a high standard of copywriting with the ability to create persuasive 'on brand' winning narrative that is personable, accurate and error-free.
- Powerful presentation skills, you have the ability to convey complex topics and project approaches into clear compelling pitches.
- Significant experience in relationship management, with the ability to exercise sound judgement, sensitivity and political awareness when working with multiple stakeholders.
- An understanding of the challenges and opportunities facing at least one of the following sectors: public health; public sector; third sector; education sector.
- You are a strategic thinker with an ability to look at the bigger picture and understand how to bring together creative vision, ideas, and practical plans to deliver long term success for clients.
- You have proven time-management skills and the ability to balance several projects at once and meet deadlines with a systematic approach to organising your work
- You'll have impeccable attention to detail
- A great communicator, you pride yourself on your client and team relationship skills and have a talent for collaborating on solutions and positively influencing final decisions.
- You are self-motivated with confidence and ability to hit the ground running, embrace challenges and act on your own initiative.

- Outgoing, resilient, and diplomatic with an enthusiasm for excellence.
- Committed to Magpies' values to inspire; excite; engage; collaborate; persist and believe
- Effective team management and leadership capabilities.
- Innovative thinker, with proven ability to problem solve.
- Emotionally intelligent, acting with integrity and discretion.
- Willingness to work evenings and weekends as required.

Beneficial Skills and Experience

- You have experience of using tender/framework portals, with good working knowledge of the latest in compliance (e.g. GDPR, social value, risk registers, environmental policies).
- Driving licence and access to a car.
- A relevant professional qualification in areas such as business, marketing, behavioural science or project management.
- Membership of a professional organisation, such as Chartered Institute of Marketing.

You are a Great Campaigner

Joining our team of Great Campaigners means:

You take initiative

You never wait for the perfect brief or overlook the potential within each project. Every day, you aim to be part of the solution to the world's greatest challenges.

You create impact

You see success as the sum of small actions you take.

You establish momentum

Change doesn't come overnight. Each day, you pay attention to the small details.

You are driven by purpose

Positive energy and social good emits from within and is felt across the team you work with. Your only agenda is to work as one within the team, to succeed together and to respect the expertise each of us brings.

You step up

You get the job done, whatever it takes. Our clients, the communities you serve, and their campaigns always come first.



Life at Magpie

At Magpie you won't find big egos, just big ambitions for the world we live in. We're a friendly and talented team, dedicated to making positive change. Here are some of the things you can expect from joining us...

Profit share - Our employees each get a share of our profits. Every year we distribute a sixth of our profit equally amongst the team. The more impact we make, the more we are rewarded.

Investment in you - We invest significantly on training, development, and rewards. We run our own University of Magpie to develop your specialist creative behaviour change skills with internal and external experts. Every team member has a professional development plan which roadmaps their progression and helps them achieve their personal goals.

Flexible working - A good work-life balance is important, we are advocates of flexible working, and all our work is cloud-based for effective remote working. We have a blended approach to working at home, in our studio at Munro House and out in the communities where our campaigns need us.

Birthday off work - Because no one should have to work on their birthday! If your birthday falls on a non-working day, you get the next working day off.

Supporting causes - We featured in Just Giving's top 5% of fundraisers. We're proud to have supported some great projects and causes over the years and even offer our team a day of paid volunteering a year. All our team get the gift of giving for their birthday and we donate to each person's favourite charity or cause as a birthday treat.

Health and wellbeing ambassadors - Our in-house ambassadors gain and provide access to training, signpost to support and listen to you so we can improve our working culture.

Staff activities and socials - From canal boat trips to neon light making classes, we look for regular opportunities to get social together as a team.

Vision days - We host reflection and planning days where the whole team inputs into our future plans. In 2022 this was an overnight festival style event we call 'GoodStock'.

Christmas and New Year shut down - We close down and rest between every Christmas and New Year with time off in addition to bookable annual leave.

Our culture - We always do what it takes to achieve impact whilst protecting each other's wellbeing. We are stimulated and challenged whilst always feeling supported.

Enhanced pension scheme - All team members receive above statutory pension employer contribution.

Dog friendly office - We welcome well behaved dogs into our studio space!



Interested?

Send a cover letter of no more than 500 words explaining what you'd bring to the role, along with your CV to impact@wearemagpie.com title your email 'Head of Partnerships'.

Closing date: 19 March 2023

To arrange an informal conversation about the role please get in touch with our Managing Director kim.somerville@wearemagpie.com

Magpie is committed to promoting a diverse and inclusive environment and is proud to be an equal opportunities employer - a place where we can ALL be ourselves and succeed on merit.

